

## NAVIGATION TOOL FOR WEBSITES

## ABSTRACT OF THE DISCLOSURE

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A process for enabling a visitor to a website to make a criteria-based decision, which is accomplished by implementing a question and answer navigation tool that leads the visitor through a criteria search, teaching the visitor how to make a best informed decision based on their own criteria and unique buying patterns and unique situation. It thus provides a way for websites to address what and how buyers want to buy, rather than focusing on how the seller wants to sell the products.

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